

ABSTRACT OF DISCLOSURE

In a personal information web card system including a server having a database and a search engine, a privacy control system comprises means for storing a set 5 of web card information of each individual user of the web card system; means for determining privacy control levels of the web card information of the individual user as selected by the individual user; means for transmitting, at the registration user's initiation, selected web card information of a particular privacy control level with an authorization code to other users; means for storing a table of authorized 10 names of the other users for each level of privacy control; means for looking through the table of authorized users' names when any of the other users conducts a search; means for generating a corresponding web card of the individual user to the other user once the authorization is confirmed.